



DOWNTOWN FARMINGTON
A Main Street Project

Working with Elected Officials

with Mayor Nate
Duckett



Connecting with Officials

Find a staff liaison:

- Elected officials rely on staff to help filter and research potential decision as they have limited time in public meetings to get up to speed and evaluate projects/initiatives.

Align your efforts with their priorities:

- Attend regular meetings to get a feel for what is important to each member.





Creating Value

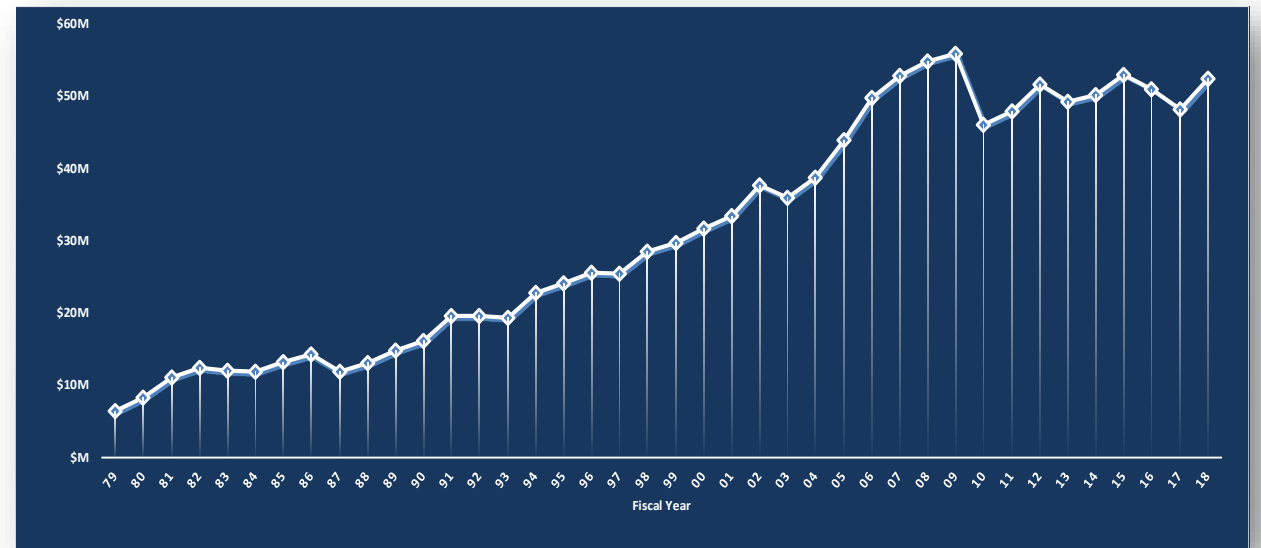
GRT Makes the World Go Round

- Municipalities* run primarily on Gross Receipts Tax income, so more businesses and growing businesses impact their bottom line.

***Counties however also run on property taxes, so check with your commission/council to be sure.**

Heads in Beds

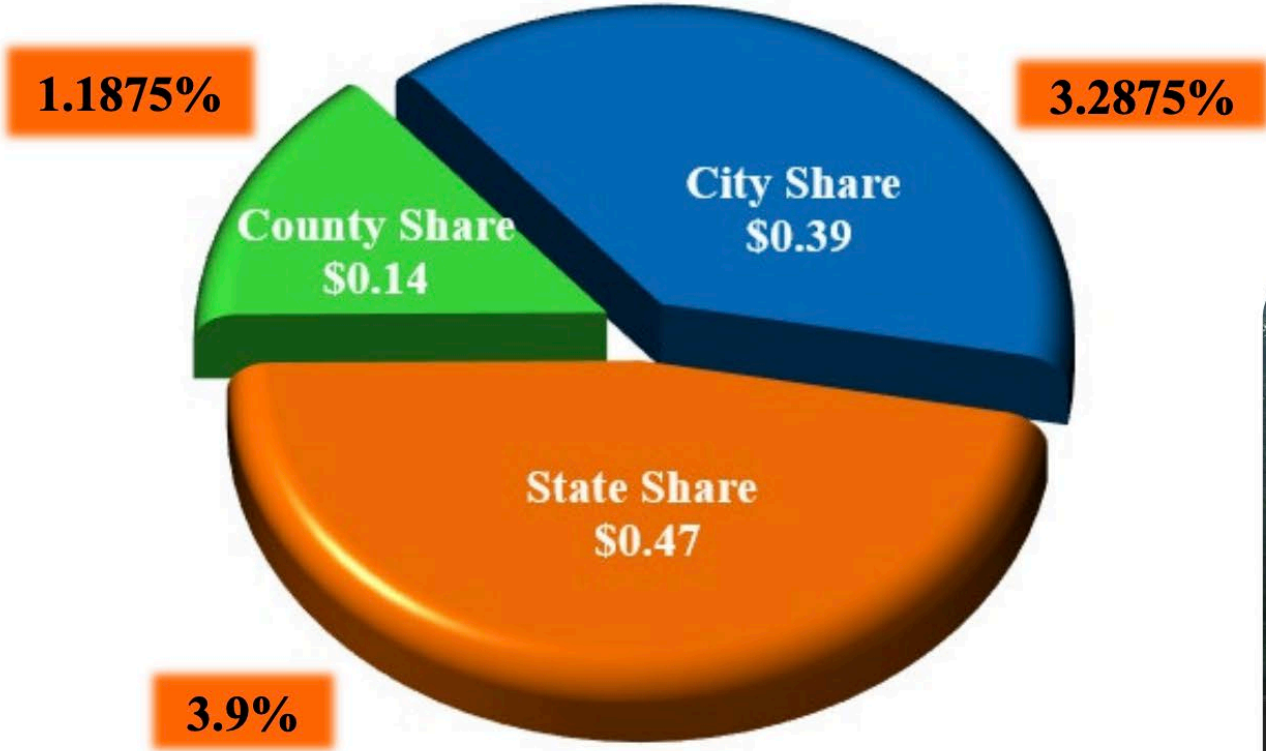
- Visitors bring outside dollars that weren't part of your economy before! This increases the tax base.
- Many Convention and Visitor Bureau efforts are funded by Lodgers Tax.





Gross Receipts Total Tax Rate

**For Each \$1.00 GRT Collected
8.3750%**



	<i>Farmington</i>	<i>Albuquerque</i>	<u>Variance</u> Fav./ (Unfav.)
Property tax \$200,000 home	1,578	2,783	1,205
GRT tax \$25,000 spending	2,063	1,969	(94)
TOTAL	\$ 3,641	\$ 4,752	\$ 1,111



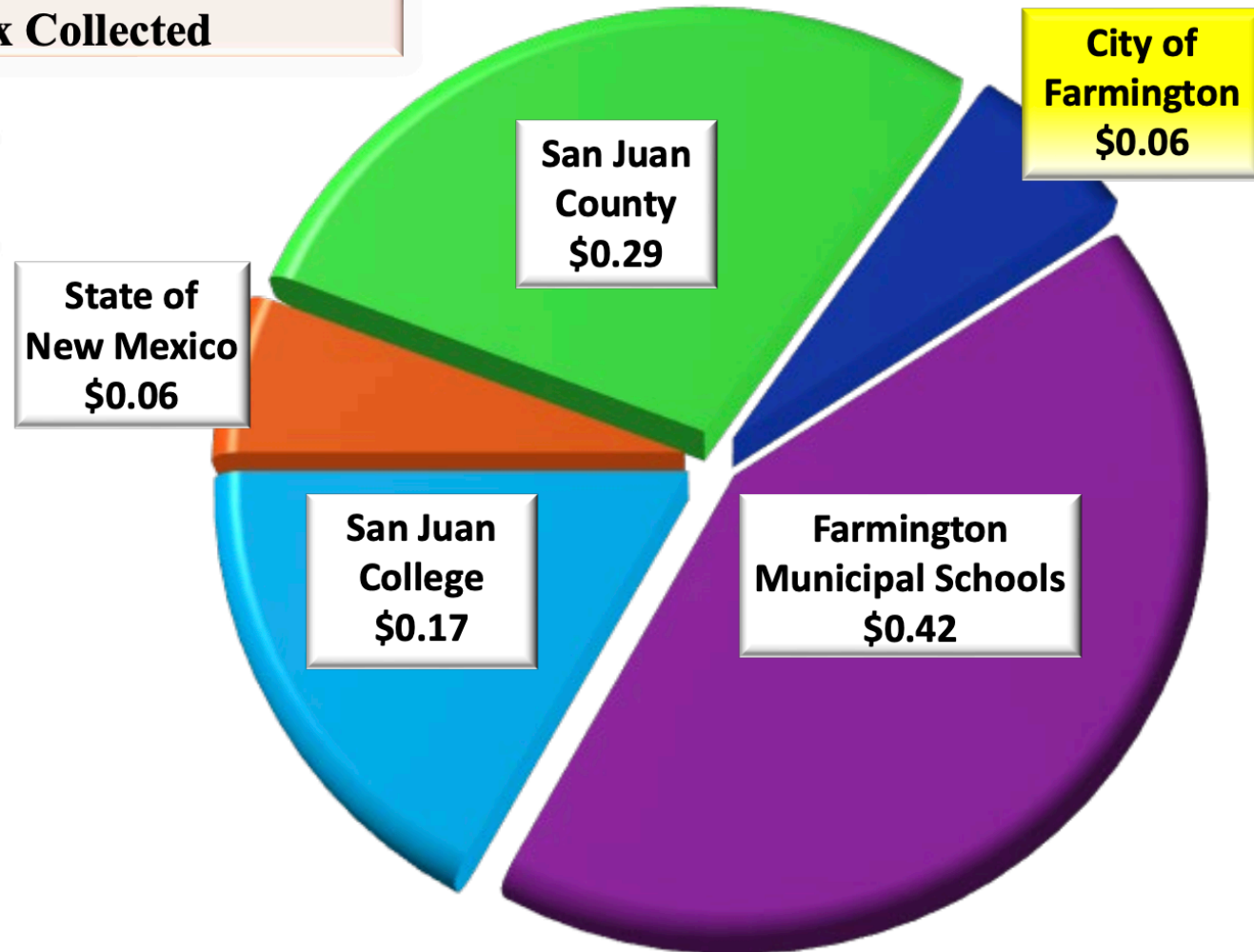


Property Tax Revenue

Distribution of Farmington Property Tax For Every \$1.00 of Property Tax Collected

The owner of a \$200,000 home in the City of Farmington
pays a total of \$1,578 in property tax per year.

- \$652 goes to Farmington Municipal Schools
- \$463 goes to San Juan County
- \$274 goes to San Juan College
- *\$98 goes to the City of Farmington*
- \$91 goes to the State of New Mexico



Share the News

Share positive impact when not asking for things:

- Share status and good news reports on a regular schedule, but keep it brief!
- Show them the positive impact your efforts bring to the area:
 - Gross Receipts Tax
 - New businesses
 - Visitors



Economic Development

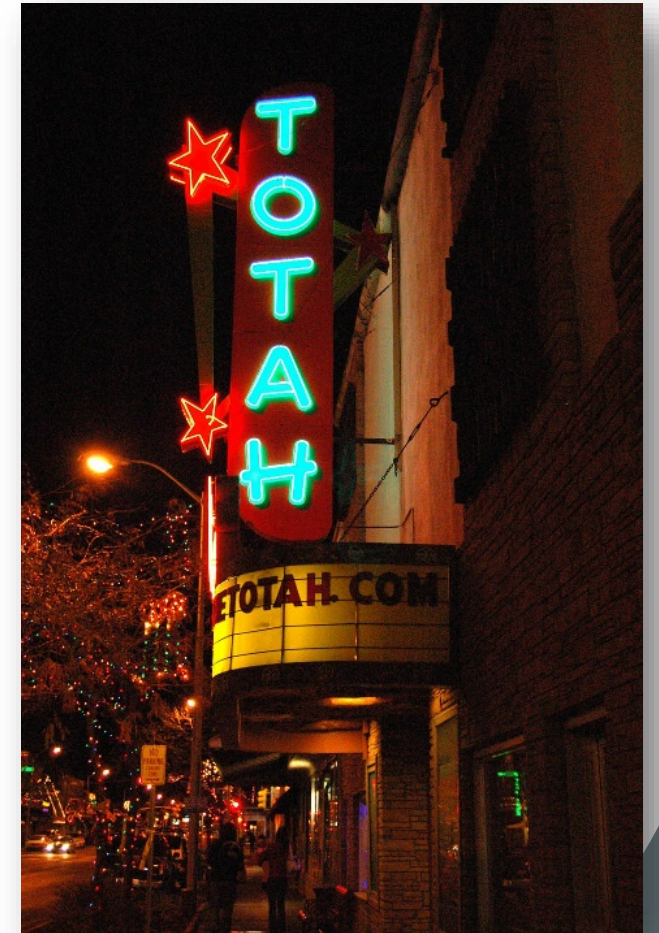
Business attraction

- Diversification of the economy
- Creation of a destinations
- Job creation (109 E Pinon & Desert River Guides/Blackbear)
- Increase of GRT
- Blight Removal (Cottonwood, Anasazi)



Public Private Partnership Examples:

- Arts and culture projects
 - Public art
 - Museum/arts installations
- Add to public amenities
 - Shared amenities (parking, outdoor space, etc.)
 - Major façade improvements
- Add to Public Safety
 - Fire suppression
 - ADA/current zoning safety standard
- How to



PLACEMAKING

What if we built our cities around places?



Source: www.pps.org

Project for Public Spaces (PPS) is a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities.



Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

Intangibles

- Creating a community gathering place
- Creating an event venue
- Reducing crime